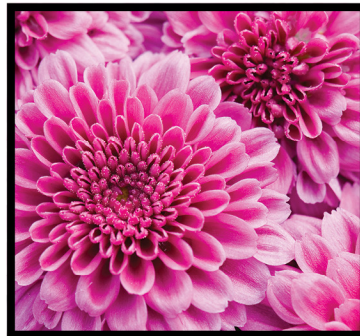




*Preferred*SM
HOTELS & RESORTS

Integrating Web
Tracking with SynXis SBE



Presentation Purpose



This presentation is designed for those looking to gather tracking data from visitors as they move through the SynXis Booking Engine (SBE).

- What Tracking software does the SBE support?
- How does the SBE integrate Web Tracking?
- What tracking data can I retrieve from the SBE?
- How do I put my tracking code into my SBE?
- Who manages Tracking through my SBE?

What Tracking software does the SBE support?



SynXis Booking Engine (SBE) can be used with **any Tracking Pixel** provider you want to use. Some popular services include:

- Google Analytics
- Bing
- Facebook
- Adobe Analytics

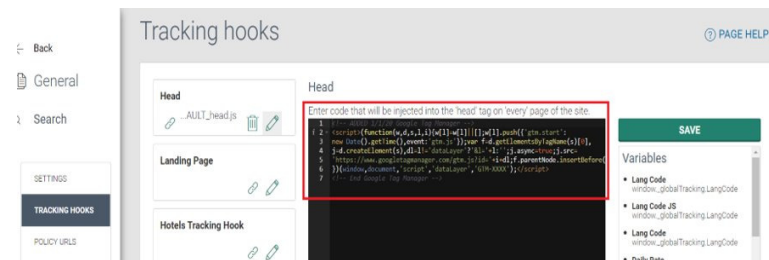
How does the SBE integrate Web Tracking?



The SynXis Booking Engine (SBE) portal allows you to install your own **tracking hooks** into your SBE pages.

Tracking hooks are small code scripts that will **inject** your web tracking pixel(s) into the SBE.

The code is provided by your Web Tracking Company.



What Tracking can I retrieve form the SBE?



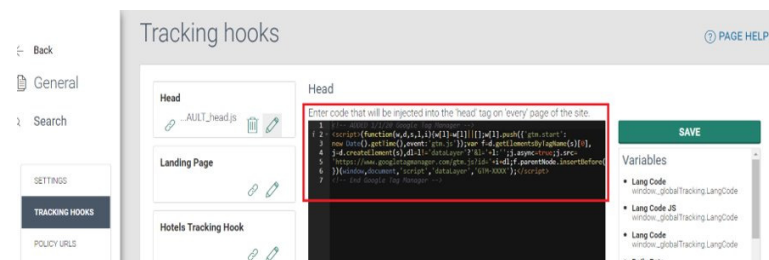
The SynXis Booking Engine (SBE) has a variety of pre-set variables that can be accessed through your Web Tracking company's tracking pixel. Some examples include:

- Booking Date
- Arrival/ Departure Date
- Number of Adults/Children
- Rate Code
- Room Rate
- Room Amount
- Tax Amount
- Additional Services Amount
- Total Amount
- Currency Code
- Confirmation Number
- Promo/Group Cde
- Credit Card Type
- Rate Name
- Room Name
- Customer Name
- Customer Address
- Customer Language

How do I put my Tracking code in the SBE?

Usually, your tracking code is placed into the SBE by your Web Team or Web Agency. Preferred Hotels doesn't provide this code or have access to implement it on your booking engine.

- Obtain the tracking code from your Web Tracking Provider.
- Navigate to Pages > General > Tracking Hooks
- Paste your tracking code into the appropriate sections of the booking process.



Who manages Tracking on my SBE?



You (the hotelier) are responsible for ensuring Tracking functionality on the SBE.

- Your tracking data cannot be accessed by PHR.
- The SBE BE Designer does not troubleshoot nor modify the tracking programing.
- Troubleshooting must be done directly within the 3rd party tracking system by the hotelier or hotel's web agency.

Resources that can help you:

- Your in-house/contracted web team can utilize BE Designer to maintain tracking/tagging for your property.
- PHG Consulting can be contracted to help you (at a fee) to perform tracking setup and maintenance as needed.

FAQs



- **Will PHR copy and paste my tagging script into the booking engine?**

No, the booking engine team will not paste the tracking script into the booking engine, however, your property/web team (or web agency) can be granted access to the BE Designer which will allow you to paste the information directly into the SBE through the tracking hooks area.

- **Why can't PHR manage my tagging and tracking or access my Analytics Results?**

Tagging and Tracking is through third party programs that are only accessible via proprietary access by your web team or web agency.

- **I have existing coding from using the old (responsive) RBE booking engine, should I use it for the SBE?**

No, RBE used different programming and is not compatible with the new SBE. Tracking should be setup differently for the SBE and we do not recommend copying it over from the old RBE engine.

FAQs



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- **Does PHR suggest to use a particular Analytics platform for web tracking?**

Preferred does not own nor support any Tracking or Analytics platform. However, Sabre provides step-by-step instructions to set up tracking via Google Tag Manager, including Google Analytics with Enhanced Ecommerce.

- **Preferred used to provide support for our property for tracking in the past. Will this continue?**

While Preferred provided limited support for tracking in the past, it wasn't very comprehensive, as this is a specialty function. This support is best handled through consulting or education by your web team or web agency directly.